

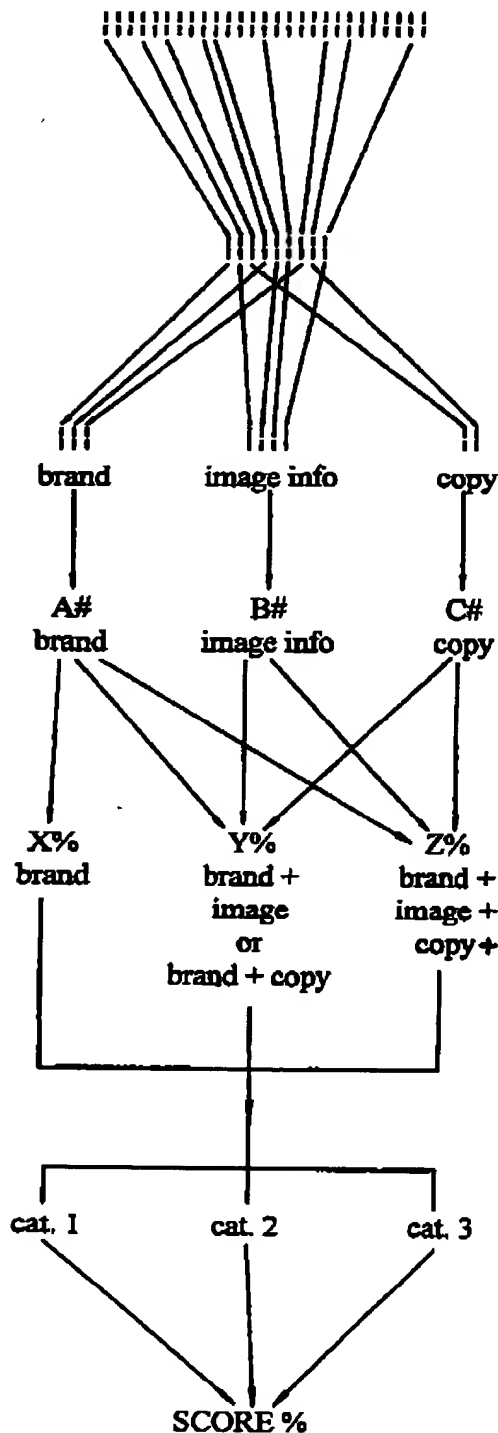
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1. Raw data:
Samples of all respondents to all stimuli
2. Samples of all respondents to a single stimulus
3. Extent to which gaze fixed on 3 main elements of a single stimulus
4. Number of times gaze fixed per element
5. Scores per element or combination of elements
- Standardisation
Scores on performance aspects
6. Total score



Locations on which gaze was fixed for all respondents to all stimuli

All locations on an advertisement where gaze was fixed

Breakdown according to whether gaze fixed on brand, image info or copy

Number of times gaze fixed per element and time spent

Weighting factors

Example:

- cat. 1
- cat. 2
- cat. 3

$X\% + Y\% + Z\%$